



# 7 Steps to a 7-Figure Online Platform with Mind Power for Success

By

# Jon & Indeara Eastman

- 1. Mindset - Unlock Your Mind Power for Success

Mindset is the foundation for a successful and leveraged business. It's no wonder that over 90 percent of success is psychology and mindset, in any area of life. We have to remember to live in alignment with the life we want to create to be able to fulfill that vision. Successful people don't have the problems that the average people do, because over the years they invest sometimes over a million dollars to master those problems so they don't have those problems anymore. They can identify the problems quickly and we can help them to solve it very efficiently cost effectively and very quickly with courage and confidence that they will prevail, even when no one else believes in them. An open mind allows for expansion of ideas and overall restructuring of the way the mind functions. Balancing at least 5 thoughts to any 1 negative thought that comes up in the day is a simple way to nurture a strong mindset. For a full overview of the 8 keys, you can download our bestselling book Cosmic Accounting - 9 Keys for a Life in Balance, by going to [www.soulpowerforsuccess.com](http://www.soulpowerforsuccess.com).

- 2. Target Your Ideal Customer - We help leaders and businesses solve problems in their businesses to generate more income and revenue and one of the best ways to start is by creating a clear picture of your ideal customer. What is their life like? What is their gender? What do they love, what do they loath? What do they Google? Is it someone you would want to hang out with? What is the biggest challenge they are motivated to solve right now? Get specific and create an actual person with a name that represents the ideal customer. One exercise you can do to hone in on the ideal customer, is to actually close your eyes, and imagine you are that person. Once you've done that, ask yourself. "What motivates me? What are my values? What keeps me up at night?" These questions will give you a deeper understanding of what it is like to be your ideal avatar.

- 3. Monetize Your Message

Many people are looking not just for a solution to their problems, but also a community to be a part of, a cause to believe in, and the feeling of belonging. Part of the system for monetizing your message is to let go of your control so that this vision can go where it needs to go without the owner of the business holding it back by controlling it. One of the biggest mistakes that can easily be avoided is that many business owners don't go what is happening currently in the market, instead they try to control everything and because of that they get nothing and their audience is repulsed by them, so they have trouble making a sale because placing too much control goes against universal principles in business. It will not work and you will not monetize so it's very important to plan to get to know the market well and get feedback ahead of time.

- 4. Leverage - Creating a Repeatable System

To leverage our business, we must understand how to play to our strengths so that we can make the best use of our time and energy and operate in our area of mastery. Two questions you can ask to realize your area of mastery is: What work do you do that doesn't feel like work? What work can I do all day and I feel energized and alive even after a long day of doing it?

For you to understand your strengths and spend the most times operating from your strengths will greatly help your ability to leverage. If something you are doing in your business is not the best use and most productive use of your time, find someone else to do it whose strength *is* to do that activity. Once you've freed up your time and energy, you will have more mind power to concentrate on the things that are most important to you and strengthen you.

## 5. Create Your Masterpiece

Creating valuable content and sharing your message has never been simpler than it is now. There are numerous ways to deliver your content and also to repurpose that content to create an eBook or online course or workbook. One simple way to create great content is to record yourself talking, or teaching a workshop, then have it transcribed and organized into a book that can be launched, sold, and given as a free gift for creating authority. Another great way to deliver your content is through a membership site where members can access on demand and get to benefit from your content even when you aren't there delivering it live. Speeches, lessons, training videos can all be recorded and saved in the membership site and created into a bonus training or a product.

One of the biggest keys to great content is to have a structure and outline, that was elements can be updated or replaced if needed, and you can see how effective it is, and once you know your winning formula, you can create a system and blueprint that saves time energy and money and delivers results over and over again.

- 6. Launch to the World

Launching a product has a number of advantages for a business. You can create a buzz for your product with a special launch promotion which brings in new customers, revenue, and leads. You can fill up a program or sell out of the product in a relatively short time. Launches can be done in many ways like direct mail, grand opening at stores, live events or parties, but one of the most powerful forms of marketing remains email. With a sequence of emails that connects, educates, provides tremendous value and solves certain challenges, prospective customers will begin to know, like, and trust you and a percentage of those people once warmed up with great content will feel comfortable buying from you.

You can also launch to beta test a product before you put large amounts of time money and energy into creating before knowing if it will sell. You can use beta testing or what is called a seed launch to test a product or program. You can get paid to actually test your product so that you can get valuable feedback and make improvements for the next level of your offer. This is a great way to make a great product much quicker than traditional methods with a live feed from the ideal audience to help give them exactly what they want. Some of the ways to see what product is best to launch is to send a short survey to your list or everyone in your network, or you can also create a giveaway promotion for people to fill out the short survey. The survey can provide valuable insights into what the customer really wants, and it can build your list quickly with people excited to be part of a contest or giveaway.

## 7. Grow Your Audience

As your group of loyal fans grows, your product or service grows in influence, your authority and trust in the market place grows, as well as does your reach, and the size of your tribe. The win-win formula is to build long term relationships with your customers to leave a lasting legacy, grow your personal economy, and really show them you care as they will stay with you for long term. It is one of the most challenging times in marketing to get someone to buy the first time, but it is one of the easiest times to get them to buy from you again. Providing world-class service and consistent integrity driven products make the competition almost non-existent when done effectively. The experience and how they felt dealing with your business are the most important factors to customer loyalty and your tribe growing automatically by word of mouth.

Facebook groups are a powerful way to let customers connect all in one place. Facebook groups are also a great place to gather perspective customers who can then benefit from your content and get the opportunity to invest. You can share great content, articles, live videos with this group that are already interested in your content. It's a great way to have a group of leads all in one convenient place. Facebook does most of the heavy lifting with updates and notifications that are automatically sent to group members based on their preference. You can also set all your own rules and expectations, even create a short survey when someone joins the group.

The concept of social proof helps in Facebook groups where people talk about their experience with enjoying the program, and the tribe promotes you automatically. We like to help to organize and sift through the process with our online videos and training program.